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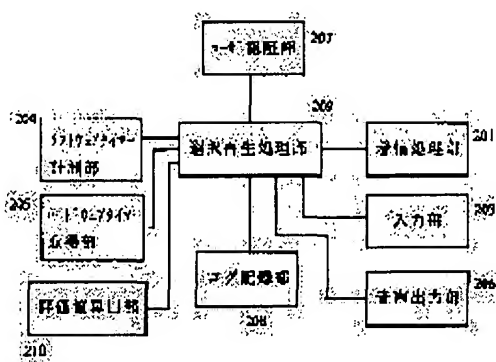
(54) DEVICE AND METHOD FOR DISTRIBUTING CONTENTS

(57)Abstract:

PROBLEM TO BE SOLVED: To provide an efficient contents distributing device according to data, time and a user's taste.

SOLUTION: This contents distributing device to distribute contents for advertisement and contents requested by the user, is provided with an input part 203 to input user's operation, a log recording part 208 to record the user's operation as history data, a storage part to store discrimination data regarding the contents and the contents of advertisement and an evaluated value for the discrimination data to indicate a selection standard of the

contents and the contents for advertisement for each user, a selection processing part 209 to select the contents for advertisement based on the evaluated value, a voice output part 206 to transmit the requested contents to the user and to simultaneously transmit the selected contents for advertisement



to the user separately as transmission of the requested contents, a software timer counting part 204 to count elapsed time from a specified point of time until the user's operation is inputted, a hardware timer acquiring part 205 to acquire the present time from a timer and an evaluated value calculating part 210 to update the evaluated value based on the history data, the elapsed time and the discrimination data in a time range to which the present time belongs.

LEGAL STATUS

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